# ROLE OF SOCIAL MEDIA MARKETING FOR PROMOTING TOURISM

## SHORT SYNOPSIS

*Submitted in partial fulfillment of the requirement of the degree of*

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## SCHOOL OF COMMERCE

### Certificate

I hereby declare that the short synopsis **"ROLE OF SOCIAL MEDIA MARKETING FOR PROMOTING TOURISM"** being submitted in partial fulfillment of the requirement for the degree of Doctor of Philosophy in the Department of Commerce under the School of Commerce of Manav Rachna International Institute of Research & Studies, Faridabad during the academic year 2020. It is a bona fide record of original work carried out under the supervision of Dr. Narinder Tanwar and has not been submitted in full or part to any other university or institute for a degree or diploma. Further, it is certified that the short synopsis is plagiarism-free and proof has been submitted.

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## ABSTRACT

Currently, social media marketing has become the most important factor for every consumer through which they can search a lot of things easily regarding tourism. Without social media, it is not possible to expand tourism. This research demonstrates the usability of social media in tourism establishments emphasizing the need for direct communication with target customers through various modes. Providing excellent service is also a crucial issue for generating good relationships between tourists and service providers. The study aims to collect information from the tourism department to describe the perception of social media and tourism. It examines the role of social media networks in promoting tourism in Delhi NCR and identifies the top social media platforms used by travelers in this region. The primary purpose of this research is to establish a relationship between the roles of social media and tourism. The study shows factors like positive brand impressions, carefully curated content, positive reviews, and travel inspiration. The conclusion drawn from this research will emphasize how social media enhances and guides tourists to various destinations. This study aims to identify and develop effective social media strategies to promote tourism.



Keywords: Social media, tourism destination, tourist, satisfaction

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# 1. DESCRIPTION OF BROAD AREA

Marketing involves effectively communicating the value of goods, services, or brands to consumers and buyers to facilitate sales. It is an essential component of every industry. But firstly we need to decide which customers to target. Every organization wants to build and maintain its product's market presence for a long time. Given its low cost, social media is a preferred medium for many organizations.

Marketers can change the way and adopt different ways through which consumers gather information and make buying decisions. Social media is a more powerful tool for businesses of all sizes and industries to reach prospects and tourists. It allows for personal contact with tourists and forms a bond of trust with current and new customers. Marketers also ask customer opinions easily, enhancing satisfaction and checking daily engagement. The rise of social media sites has made this task easier for every industry. So every industry must understand how to use social media effectively. This research is based on the "Role of social media marketing for promoting tourism in Delhi - NCR". The broad area of this research is marketing, emphasizing that without it, advertising any product or service would not be possible. Social media marketing is individual-focused, cost-effective, and easy to get started with and it is the best tool for modern marketers. Every retailer or marketer must first understand every aspect of marketing. The objective of this research is to study new and effective ways to attract tourists and apply different strategies to provide the best service features at tourist destinations. It is a current and interesting topic for every person. Currently, mostly consumers prefer social media sites to see any product and service features regarding tourist destinations. It is an important tool for analyzing tourist's attitudes. It is the largest platform for marketers to connect with thousands of consumers and analyze tourist attitudes. Marketing is a major tool for all organizations, particularly in the areas of product development, product innovation, and product improvement. Marketing research identifies consumers dissatisfied needs and it is a systematic, objective, and comprehensive search to study the facts related to any problem in the area of marketing. It helps the tourism industry plan by providing accurate and up-to-date information and helps various industries make better decisions when producing or advertising their products. Marketing research provides the tourism industry with reliable market information.

## 1.1 TOURISM AND SOCIAL MEDIA

Tourism is the world's largest industry, serving as a vital agent for economic and national development. It significantly contributes to economic development at local, regional, and national levels, with benefits expected to increase in the coming years. Tourism continues to expand and diversify, becoming a leading sector globally.

According to the UNWTO (United Nations World Tourism Organization), tourism marketing is "a management philosophy that, based on tourist demand, enables the research, forecasting, and selection of tourism products/ services from suppliers".

According to this definition, the following aspects are concluded –

a. Marketing regarding tourism is a thoughtful and strategic process.
b. To identify and select the target audience based on tourist demand.
c. Understanding the product positioning lifecycle is crucial for effective marketing.
d. Future strategies in tourism involve regular research and forecasting.
e. Innovative marketing approaches are essential to meet evolving tourist preferences and demands.

As per the World Travel & Tourism Council (WTTC), the tourism sector raised 14.1 trillion rupees and created 40.3 million jobs in 2016. The year 2018 was a notable year for India as it observed more than 10.56 million tourist arrivals in this year. India got $13^{th}$ rank globally regarding FEE (Foreign Exchange Earnings).

Social media is the best online networking tool for promoting tourism in India. It facilitates intercommunication among individuals, allowing them to share messages and various plans. The Tourism industry is highly influenced by social media. Today, customers are engaging in various social media platforms to decide travel destinations. Various researchers show in their survey some persons take the help of various applications regarding social media to acquire instructions and knowledge about particular destinations for travel. People also investigate from colleagues and relatives and search for tourism-related applications. Many people discover new places and locations through social media. Due to technological improvements, social media is more approachable than physical interactions. Social networking sites are a crucial aspect of social media, allowing people to connect and interact with each other. They provide platforms for users to create profiles, share content, and interact with friends, family, and colleagues. Examples of

popular social media networking sites include Facebook, Twitter, LinkedIn and Instagram. These platforms facilitate communication and play an important role in modern social interaction and connectivity. Regular expansion of the internet and information communication technologies has significantly transformed communication with each other, particularly in the tourism and hospitality industry. A few ways of social networking have greatly influenced the tourism and hospitality industry:

1. **Enhanced Marketing and Promotion**: Tourism and hospitality businesses utilize social networking sites to advertise their services, offer discounts, and engage with potential customers. High-quality pictures and video footage of destinations and experiences are particularly effective in attracting more tourists.

2. **Customer Engagement and Feedback**: Social media supports direct engagement with customers. Travelers can share their experiences, post reviews, and give feedback, which businesses can respond to in real-time. It helps to develop customer relationships and improve services according to their input.

3. **User-Generated Content**: Tourists often share their travel experiences on social networking sites, creating content such as photos and videos. This content can influence the travel decisions of their friends and followers and becomes a powerful tool for tourism businesses.

4. **Accessibility**: Social media makes it easier for people to access information about destinations, accommodations, and activities, simplifying the travel planning process.

5. **Customer service**: Social networking sites provide a platform for tourism businesses to offer customer support. Travelers can ask questions, seek assistance, and resolve issues quickly through direct messages or comments.

6. **Research and Planning**: Travelers use social networking sites to research destinations, read reviews, and gather information before making travel decisions. This user-generated content is often considered more trustworthy than traditional marketing.

7. **Booking and Reservations**: Various social networking sites provide a platform for booking and reservation such as Goibibo, Yatra.com, EaseMyTrip and MakeMyTrip etc.

**8. Real-time updates**: Social media provides real-time updates about travel conditions and attractions, helping tourists plan their trips more effectively.

Overall, social networking sites have become essential tools in the tourism and hospitality industry, enhancing marketing strategies, improving customer relationships, providing real-time updates, and for research and planning.

## 1.2 ROLE OF SOCIAL MEDIA TO PROMOTE TOURISM

Social media plays a crucial role in the tourism industry by offering a versatile platform for businesses to share detailed information about destinations, events, tours, and attractions. This information helps potential visitors to plan their trip, discover new places, and stay updated on the latest travel trends. Key benefits include:

1. **Building awareness and Loyalty**: Social media plays a main role in building awareness, and increasing loyalty to particular places. Regular updates and engaging content keep potential travelers informed and excited about different locations.

2. **Rapid information Dissemination**: Information about destinations and events can be shared quickly and widely, reaching global people instantly.

3. **Cost-effectiveness**: Compared to traditional marketing, social media is a cost-effective way for businesses to reach large groups of people. Traditional marketing methods like advertisements in newspapers and television commercials often require substantial budgets. Social media marketing is relatively inexpensive. It allows businesses to share their content globally at a much lower cost.

So, Social media marketing allows tourists to access a wide of content. Tourism companies benefit significantly from this as they can engage with tourists and monitor customer feedback. The popularity of video content is growing rapidly, showcasing exciting destinations and experiences. Tourists frequently share their pictures and videos, providing tourism companies with a lot of returns. In contrast, tourism companies directly engage with people, addressing queries and concerns promptly. Monitoring customer feedback helps businesses to improve their services and offerings to meet better tourist needs. By paying attention to reviews, comments, and direct messages, tourism companies understand what customer wants and where they can

improve it. Actively engaging with customers builds trust and makes a positive reputation. Hence, social media marketing is becoming a powerful medium for promoting and expanding businesses in the 21st century. It is the best way to attract new travelers.

In addition to the tourism industry, the hotel industry is also highly profitable, generating substantial revenue annually. Travelers who move from one place to another, whether for a day or longer, require accommodations for rest and sleep. Therefore, quality self-evaluation by hotels is essential, often conducted through guest feedback in commentary sections and online questionnaires in guest rooms. This allows hoteliers to analyze, record, and address issues effectively. Regular and structured evaluations of hotel performance offer several, including the ability to gauge customer satisfaction levels and identify areas for improvement. Besides, self-evaluation, various tools can monitor product and service quality and facilitate continuous improvement. These tools include market evaluation (analyzing market reports for critical insights), audit reports (inspecting, and verifying business operations), handling complaints (addressing oral or written grievances appropriately), self-assessment (evaluating the current situation by managers and staff), benchmarking (comparing performance against industry standards), and comprehensive reporting (providing detailed client satisfaction data). These practices collectively support continual improvement in hotel operations and guest satisfaction.

In an increasingly competitive market, the issue of quality has gained significant importance for hotels. This shift has been influenced by factors such as consumer rights, awareness, and the emergence of quality-conscious tourists. Ensuring and measuring service quality and quality assurance in tourism requires long-term consistency. Managers must analyze, record, and assess the cost-benefit effects carefully.

In this study, the primary objective is to explore the diverse uses of social media in the tourism sector, particularly how it facilitates communication between tourists and service providers, and how it can enhance the tourist experience while also benefiting organizations financially. The role of tourists and service providers in tourism marketing is crucial and interdependent, shaping the overall success of the tourism industry. Both tourists and service providers play essential roles in shaping perception and ensuring the substantial growth of the tourism industry. The ultimate objective is to identify various marketing techniques and strategies to effectively promote products at specific destinations. In essence, the term tourist satisfaction is a key focus,

as dissatisfaction among tourists often arises from issues such as irregularities in hotel services, cleanliness standards, and the range of services provided. Experts suggest that long-term strategies and policies should be enhanced to address these concerns, as they significantly impact tourist perceptions and satisfaction levels.

Furthermore, the study emphasizes the importance of employee awareness and responsibility in ensuring tourist satisfaction within organizations. Researchers typically establish estimations and measures to evaluate the quality of destinations in tourism research. Various factors that contribute to evaluating the quality of a place include:

a. Natural and social interest and attractiveness
b. Cultural attraction
c. Uniqueness of place
d. Food qualities at a particular place
e. Quality of experience
f. Transport accessibility of the destination
g. Quality of roads at a particular destination
h. Friendliness and acceptance by the local society
i. Product package proposal
j. Image of destination
k. Value of money at a particular place
l. Safety and security measures of the place

### 1.3 FACTORS INFLUENCING TOURISTS

Factors including Positive Brand Impression, Carefully Curated Content, Positive Reviews, and Travel Inspiration play a significant role in influencing tourists' decisions and experiences.

**1. Positive Brand Impression**

A strong and positive brand attracts travelers by creating a clear image of your destination. It can significantly influence tourists' choices. Tourists are more likely to book trips when they trust the brand. A good brand reputation sets high expectations and encourages tourists to visit and explore. Satisfied tourists are likely to return and recommend the destination to other people.

**2. Carefully Curated Content**

High-quality, engaging content can attract and retain the interest of potential visitors. Well-curated content keeps tourists engaged and interested in learning more about the destination. Providing detailed and clear information helps tourists make informed travel decisions.

**3. Positive reviews**

Reviews from travelers generally influence the decisions of other people. Platforms like TripAdvisor, and Google Reviews play a crucial role in attracting tourists. Positive reviews build trust and add credibility to the destination. Tourists often depend on reviews to decide where to stay, eat, or visit. Positive reviews also reduce the risk of choosing a particular destination.

**4. Travel Inspiration**

Travel inspiration helps tourists to discover new and exciting destinations. Platforms like Facebook, Instagram, Pinterest, and TikTok are filled with photos and videos of unique places that inspire other tourists to visit.

So, these factors work together and create a powerful influence on the tourists' behavior. Service providers also effectively attract and retain tourists, ensuring a successful and sustainable tourism industry.

The government is also increasingly involved in the tourism industry for various reasons. Tourism is a huge source of revenue for the government. So the government is making efforts to make it easier. Every year the government strives to increase the number of foreign tourists. Tourism also serves as a substantial motivation factor for social development between people.

## 2. LITERATURE REVIEW

Currently, social media marketing is rising day by day. Every tourist wants to search for information about tourism on social media websites. Various scholars have classified social media in several types. These include –

Armutcu et al. (2023) examined the effects of digital and social media marketing on travelers in Turkey, proposed a comprehensive model that highlights the importance of Tourist Destination Online Content (TDOC) and how tourists select their destination-based online content. The study found a positive relationship between TDOC perception and tourist satisfaction, indicating that effective online content enhances travel experiences. Data were collected through face-to-face Questionnaires with Gaziantep visitors, translated to Turkish for accuracy, using a convenient

sampling method. The findings emphasize the need for engaging online content and developing effective marketing strategies to attract and satisfy tourists from Eastern regions.

Dr. Shriharsha (2023) highlighted the importance of social media in tourism marketing, emphasizing its cost-effectiveness and direct communication with target people. The study explores the use of platforms like YouTube, Facebook, Twitter, WeChat, and LinkedIn to enhance tourism promotion efficiently. It identified various benefits of social media marketing, including wider reach, improved reputation through positive reviews, and cost savings. Additionally, the research discussed various government initiatives, such as the "Incredible India" online campaign, demonstrating how these efforts leverage social media to boost tourism.

Deb, Santus, Mallik, & Nandita (2023) investigated the influence of social media in tourism marketing, focusing on enhancing tourist satisfaction through user-generated content. Using an exploratory research approach, they analyzed the critical success factors of online social platforms in tourism. The study found that people spend six hours daily on social media, with graduate students aged 21 to 30 giving more time for travel-related purposes. Key factors like advocacy, travel inspiration, and positive brand impression are highlighted as important for effective social media marketing. Respondents widely acknowledge the essential contribution of social media in promoting destination image and products.

Chatterjee & Dsilva (2021) examined how social media promotes sustainability in Assam and Odisha, India. The study highlighted key socio-economic and cultural factors essential for promoting sustainable tourism. To collect data, a convenience sampling method was used, along with a pilot survey. Factors such as poverty alleviation and women empowerment significantly influence attitudes towards social aims. The research highlighted Odisha's effective utilization of social media and websites to promote tourism products such as temple tourism, sand art, handicrafts, etc. However, in Assam, responses were uneven due to the limited geographic area of study.

Serhan (2019) investigated overall satisfaction among cafeteria guests in campus food services. Using a convenience sampling method and Pearson correlation coefficient for data analysis, the

study provided crucial implications for university food-service operators. It identified that the largest user group is aged 17 to 21. The research offered guidance for university management to better understand and prioritize key food and service attributes, aiding in effective planning and regulation of campus food services.

Vanlalhriati & Singh (2019) examined the function of social media as a key information source about tourism products among students at Mizoram University. Data from 331 students across various schools reveal that Facebook is the most popular social media network. The study highlighted that India ranked first with 300 million Facebook users. To understand the relevance of social media in tourism, a five-point Likert scale and ANOVA test were employed. It also recommended maintaining a strong public relations team to manage social comments daily, enhancing customer engagement and satisfaction.

Alghizzawi, Salloum, & Habes (2018) explored the role or importance of social media platforms like Facebook, Twitter, and Snapchat site in tourism marketing in Jordan. The study highlighted how tourism companies support ICT (Information and Communication Technology) and social networks to offer competitive deals to customers. The study was conducted to reach a result about the expansion of social media networks in developing tourism in Jordan and conclude overall 74.1% of tourist encouragement dimensions. The research analyzed various effects of social media in Jordan, developing questions about information efficiency and accuracy. Both independent and dependent variables were utilized to analyze the role of social media in enhancing tourism in the region.

Hamouda (2018) focused to understand the consequences of social media advertising on consumers using Ducoffe's advertising value model, focusing on Tunisian Facebook users through quota sampling. The study concluded that there is a significant relationship between social platform advertising and factors such as information, entertainment, and Facebook. Facebook was identified as the best tool for communicating tourism products and services. It also affects the attitude of consumers.

Keshavarz & Jamshidi (2018) highlighted loyalty as a major strategic objective in the hotel industry. The study was conducted among international tourists in Kuala Lumpur and finds a direct relationship exists between service quality and customer satisfaction, indicating higher customer satisfaction with better service quality. It suggests that hoteliers should focus on process and result quality to make customers loyal, thereby increasing the levels of international tourists.

Chatzigeorgiou (2017) examined how rural businesses can attract Millennials using social media and the Internet. The study emphasizes the need for rural businesses to develop and expand a good customer-personal relationship on social media. Key factors related to rural tourism are described, with social media identified as the best tool to reach a large audience and increase purchasing power, particularly among Millennials. A questionnaire was used to understand attitudes towards social media, resulting in four significant hypotheses.

Gadoo (2017) explored the role of quality in driving competitive profit for organizations, particularly in the tourism sector. The study highlights that the quality of service significantly influences tourist satisfaction, yielding positive outcomes, especially for the development of Kashmir. By using regression analysis, the research identifies various components contributing to tourist satisfaction. The findings suggest that aggressive and sustained efforts are necessary to enhance tourist satisfaction. The research emphasizes that high-quality management can lead to increased profits and underscores the relevance of continuously improving service quality.

Hayati & Novitasari (2017) aim to scrutinized the impacts of service quality on tourism, focused on visitor satisfaction. The study used descriptive analysis, correlation analysis, and hypothesis testing using multiple linear regression analysis. The hypothesis testing in this research seeks to established a positive relationship between independent variables (tourist attraction, facility & service, accessibility) and the dependent variable (tourist satisfaction).

Titu, Raulea & Titu (2016) discussed the rapid expansion and diversification of the tourism industry, highlighting its emergence as a significant economic sector. The primary objective of this research was to identify issues related to customer expectations. The general conclusion of

this research indicates that numerous improvements can be applied to enhance customer satisfaction. The study emphasized that service quality is a crucial element in tourism, with most tourists seeking enhancements to improve the industry's overall image.

Rout, Mishra, & Pradhan (2016) examined the trend and progress of tourism in India from 1995 to 2015, using various indicators to evaluate the sector's development. The study revealed that India has the potential to harness the multiple benefits of tourism in the future. The study employed R-square values to explain its explanatory power. Based on the findings, the author recommended that the Central and State governments should actively collaborate to achieve sustainable growth and progress in domestic and international tourism. Such efforts are seen as essential to making India's tourism sector more vigorous on the global stage.

K.C.,D. (2016) explores the multiple impacts of tourism on India's economic development, noting that it provides various opportunities at a relatively low cost. The research discussed both the favorable and unfavorable effects of tourism on pollution and resources. Tourism is highlighted as having significant importance in terms of the exchange of culture, employment, and economic growth. The study concluded that the diverse nature of India's tourism offerings attracts a wide range of tourists, providing them with numerous choices and experiences.

Lai, & To, W.M. (2015) presented a study using a grounded theory approach, comprising four parts: its goal and scope, identifying social media sources and sample size, applying computer-aided lexical analysis and interpretation. This research based on electronic commerce to extract and understand social media content. Different statistical methods and grounded theory methodology illustrated the application of Macao's destination image. This study discussed the demerits and various implications of the research.

Molina-Azorín, Tarí, Pereira-Moliner, López-Gamero, & Pertusa-Ortega (2015) demonstrate that quality management improves inner operations in the hospitality industry by enhancing worker productivity and efficiency and reducing falsehood and loss in supplying services. Additionally, it positively impacted consumer satisfaction, leading to increased sales, market share, guest loyalty, and the attraction of new clients. This overall boost in increased tourist satisfaction and

enhanced the hotel's image. Effective quality management can thus significantly improved the quality performance and profitability of hotel establishments.

Sahin, & Sengun (2015) analyzed the relevance of social media marketing in the tourism industry. The primary objective of this study highlighted the value of social media in tourism. Data was collected from students at Atilim University to evaluate the various effects of social networks on younger people. The study revealed that social media influenced tourism businesses in both positive and negative ways, with the comments and experiences of the younger generation playing a significant role.

Attallah, N. F. (2015) concluded that the tourism industry is a key driver of economic growth and development in Egypt. The chief goal of this study evaluated the service quality provided by various tourism sectors in Egypt including airlines, hotels, and travel agencies. The study discovered that more tourists are satisfied with the service quality attributes. Using a service quality model for measurement, the research adopted a descriptive research method and a 5-point Likert scale ranging from 'very good' to 'very bad'. The research recommended that manager should improve their weakness and maintain a proper sound plan to attract and retain tourists.

Rao (2014) described the tourism and hospitality sector as one of the largest service sectors. It is a crucial and primary source of foreign exchange earnings. Tourism impacted the economy in various aspects, including GDP, employment, and airlines. This research indicated that destination exploration is essential for managing and enhancing the industry's position in the future. The study recommended adopting new marketing strategies and increasing tourism-related projects to support this growth.

Vethirajan, & Nagavalli (2014) explained that tourism offers numerous benefits to the economy, functioning as a multifaceted sector that generates revenue from various areas such as food, beverages, tours and travel, and resorts. This research also highlighted the increase in number of tourists arriving in India from 2002 to 2013.

Kapiki, (2012) stated that quality in tourism requires the consistent distribution of goods and services according to expected standards. To meet consumer expectations, organizations must understand all the service quality attributes that ensure customer satisfaction. Quality level is one of the most significant factors in place tourism. By creating value for guests, hotels manage their activities effectively to meet customer expectations. Hotel companies recognize the importance of service quality attributes for retaining guests. This research discusses various components of quality in tourism and emphasizes the importance of self-quality assessment by hotels. This allows hoteliers to evaluate and modify their service quality systems. The study highlighted significant factors such as customer satisfaction, customer retention, and word-of-mouth advertising. This research is exploratory as it examined how tourism stakeholders perceive service quality in the tourism industry.

Sharma, Johri, & Chauhan, (2012) demonstrated that Foreign Direct Investment FDI plays a vital role in developing India's tourism sector. The industry is rapidly growing, generating substantial revenue from both International and domestic tourists across various regions of India. The research indicated that increased FDI contributes to local economic growth and development, as foreign companies bring significant funds and modern technologies. The government also makes efforts to increase tourist arrivals, which enhances investments in tourism infrastructure.

Rousan, R.A., Mohamed, B., Fernando, Y. (2011) conducted a study to determine the dimensions for assessing the quality of service in Jordan 5-star hotels. The research used descriptive analysis to measure tourist perception scores and applied multiple regression methods to identify various factors influencing consumer satisfaction. The study successfully identified TSQ (Tourist Satisfaction Quality) dimensions.

## 3. RESEARCH GAPS

There is substantial research on social media's role in promoting the tourism and hospitality industry. Some studies focus on analyzing service quality through different models, while others explore various social media marketing techniques to increase the number of international tourists. However, limited research has been conducted on how social media marketing affects

quality factors in tourism and the differences between various platforms in attracting more tourists.

Continuous quality improvement across all social media sites to increase the number of tourists is necessary. Highlighting the attractive features of destinations on social media can help to achieve this goal. Here are some potential research gaps in this study -

1. More research is needed to determine what types of social media content (e.g., user-generated content and influencer posts) are most effective in attracting and retaining more tourists.
2. Most of the studies focus on individual platforms like Facebook, Instagram, YouTube, or Twitter. In-depth research is essential to compare the effectiveness of different social media platforms.
3. Online ratings and reviews influence consumer decisions, so more research is needed to explore the dynamics of this influence and how tourism businesses can effectively respond through online feedback.
4. Strategies for effectively managing and curating user-generated content to enhance brand reputation and customer engagement need further investigation.
5. The impact of emerging technology in social media strategies for promoting the tourism and hospitality industry is an evolving area with limited research.
6. More research is needed on how tourists use social media during their trips, and travel and how it can enhance the tourist experience in real time.

So, addressing these research gaps could significantly increase the effectiveness of social media in promoting the tourism and hospitality industry, leading to better-targeted strategies and improved industry outcomes.

## 4. PROBLEM STATEMENT

Despite the benefits of social media marketing research for both organizations and tourists, there are certain challenges associated with it.

a. Some literature analysis points out that the biggest drawback is complaints and negative reviews on social media. Negative feedback can significantly impact the tourism industry.

b. Social media contains a large amount of information making it difficult for visitors to make decisions and challenging to find relevant content.

c. There is a lack of control over the content, which can lead to the spread of misinformation and unmanaged negative feedback.

d. Social media ultimately depends on technology. Any disruption or gap can have a significant impact on tourism businesses.

Therefore, tourism businesses to develop and maintain strategies that balance the various problems of social media to attain marketing goals and provide a positive tourist experience.

## 5. RESEARCH OBJECTIVES

This study focuses on service quality and various marketing strategies of social media. The following are the major aims of this study. These are as below:

1. To identify the determinants of social media marketing for promoting tourism.
2. To understand the social media marketing strategies for promoting tourism.
3. To analyze gaps between consumer perception and social media strategies in promoting tourism.
4. To suggest strategies for social media to promote tourism.

## 6. RESEARCH METHODOLOGY

It is descriptive research as it involves the study of existing facts related to the research topic. It will include measures to provide the best services and usage of social media during travel. Both quantitative and qualitative data will be used in further study to collect accurate information regarding tourists.

**Data Collection**

This research will be conducted systematically way by collecting both primary and secondary data. Primary data will be collected through a questionnaire that will be filled by the respondents. Secondary data will be collected from various sources such as journals, research papers, websites, books, and other published reports. The sample size will be 600 respondents

**Area of Study**

The research will be conducted in Delhi - NCR.

**Data Analysis and Tools**

After collecting the data, it will be summarized and analyzed. Various statistical tools such as Mean, Median, Mode, and Karl Pearson's coefficient of correlation will be used to analyze the data and draw conclusions.

## 7. EXPECTED OUTCOMES OF THE RESEARCH

The study aims to explore the role of social media marketing in tourism businesses and its impact on customer satisfaction. The anticipated outcomes and findings of this research are as follows:

a. The research study will analyze the variables that examine the effects of social media on the tourism industry.

b. The researcher will estimate the contribution of social media to tourism.

c. Researcher will also investigate how social media information processes and transforms into knowledge that directs decision-making and positive word of mouth**.**

d. The expected outcome of this research can be social media can change the way people find information and content regarding destinations, making it easier to discover unique places before they arrive.

e. Social media will serve as a means for raising awareness of destinations, reaching a wide audience, encouraging them to plan their journeys, spreading positive word-of-mouth, targeting new customers, and managing current customers.

f. This research will analyze the role of social media in promoting tourism in the Delhi NCR region. Social media significantly influences tourist perceptions. Comments posted on platforms such as Facebook, YouTube, Instagram, and Twitter will greatly affect tourists' perceptions. This study aims to demonstrate that tourists will gain more information through social media platforms, which will help and guide them to various destinations.

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